

Abstract

Title: Evaluation of marketing conception of Bosu Nymburk Sport & Dancehall

Objectives: The main objective of this work is to describe a marketing concept of Bosu Nymburk Sport & Dancehall and evaluate its marketing mix 7P. Another objective is to propose measures for improvement of this concept.

Methods: Information about the operation of the fitness centre was obtained thanks to the attending offered lessons. To obtain another needful information, a semi-structured interview was conducted with the founder. To determine customer opinions was used a quantitative method electronic questioning.

Results: Almost all aspects of marketing mix of Bosu Nymburk were evaluated positively. Thanks to the thesis, it was possible to acquire concrete measures to improve the services of the Bosu Nymburk Sport & Dancehall and eventual realization of this measures should make customers more satisfied.

Keywords: sports marketing, sports services, marketing mix of services, marketing research